

THE ALMA RECORD.

VOL. XXXVIII—NO. 13

ALMA, MICHIGAN, THURSDAY AFTERNOON, JULY 13, 1916

WHOLE NUMBER 1947

CIVIC LEAGUE OPENS CAMPAIGN

Ward Chairmen and Committees are Appointed at Meeting Monday

21-DAY MAN HUGHES HERE

Advance Advertising for Chautauqua Commences and Committees Hard at Work

The preliminary advertising campaign for the seven-day chautauqua, which will be in the city, July 31-August 7, commenced, Friday, with the arrival of J. T. Hughes, 21-day advance advertising man for the Redpath Chautauqua Bureau. Mr. Hughes spent two days in the city and covered the city and vicinity with display advertising, paving the way for the 9-day man, who will remain in the city until the chautauqua program opens, assisting the local committee in the ticket campaign and completing final arrangements for the seven big days.

At a meeting of the local committee, Monday night, consisting of representatives from the Civic League and the guarantors of the chautauqua, plans for the ticket campaign were definitely settled upon. The campaign will commence immediately and will be under the direct supervision of members of the Civic League. The wards of the city will be in charge of four chairmen who will be assisted by committees to carry on the selling campaign. A house to house canvass will be conducted throughout the city. The following chairmen and committees for the various wards of the city have been appointed: First ward, Chairman, Mrs. W. A. Bahlke, Mrs. Geo. Parsons, Mrs. A. F. Schultz, Mrs. E. C. Crandell, Miss Laura Crandell, Mrs. Charles Vine, Mrs. T. J. Clark, Mrs. Carl Walters, Mrs. John Koertzer, Miss Vinnie Boyd, Miss Marion Spinyard and Mrs. Ely Brewbaker. Second ward: Chairman, Mrs. V. H. Shepard; Committee, Mrs. Bysline, Mrs. Harry J. J. Race and Mrs. Stiekney. Third ward: Chairman, Mrs. J. T. Ewing; Committee, Mrs. John Sullivan, Miss Leontine Messinger, Miss Maude Hooper and Mrs. Charles Ward. Fourth ward: Chairman, Mrs. R. H. Wilcox; Committee, Mrs. Walter Vliet, Mrs. Charles Murphy, Miss Jennie Smith, Mrs. Wheaton, Miss Mary Sharp and Miss Margaret Allen.

A committee of business men composed of Dr. W. H. Mason, chairman, D. L. Johnson, Prof. A. P. Cook, Rev. J. Frank Jackson, Prof. A. F. Schultz, has been appointed to assist the ladies throughout the ticket campaign. The program for the entire week of July 31 follows:

Monday Afternoon
Introductory exercises
Grand concert.....Killarney Girls
Children's hour, "American Birds in Story Land".....Miss Clara Finch
Admission 35c Children 15c

Monday Evening
Concert.....Killarney Girls
Lecture, "The Man Who Can".....William Rainey Bennett
Admission 50c Children 25c

Tuesday Morning
Children's hour, "The Why Stories".....Miss Clara Finch
Admission 25c Children 15c

Tuesday Afternoon
Grant concert.....Weatherwax Brothers
Admission 35c Children 15c

Tuesday Evening
Concert.....Weatherwax Brothers
Lecture, "The Call of the New Day".....Charles Stelzye
Admission 50c Children 25c

Wednesday Morning
Children's hour, "Stories From the Classics".....Miss Clara Finch
Morning lecture, "A Man's Job for a Man".....W. E. Wenner
Admission 25c Children 15c

Wednesday Afternoon
Lecture, "The New Order and Its Relation to the United States".....Ng Poon Chew
Admission 35c Children 15c

Wednesday Evening
"In the War Zone"—(A Classic Comedy); "The Man Outside".....Parish Players
Admission 50c Children 25c

Thursday Morning
Children's hour, "Folk Tales From Different Nations".....Miss Clara Finch
Morning lecture, "The Clutch of Atropos".....W. E. Wenner
Admission 25c Children 15c

Thursday Afternoon
Grand concert.....Schumann Quintet
Admission 35c Children 15c

Thursday Evening
Concert.....Schumann Quintet
Lecture, "The Forces That Make Cities".....Allen D. Albert
Admission 50c Children 25c

Friday Morning
Children's hour, "Stories of Laughter".....Miss Clara Finch
Morning lecture, "From Oxcart to Limited".....W. E. Wenner
Admission 25c Children 15c

Friday Afternoon
Concert.....White Hussars
Interpretative reading, "The Fortune Hunter".....Edwin M. Whitney
Admission 35c Children 15c

Friday Evening
Grand concert.....White Hussars
Admission 50c Children 25c
(Continued on Page Four)

ACTIVE HEALTH CAMPAIGN

Upper Peninsula Counties Anxious to Reduce Large Death Rate

That the upper peninsula, where the state board of health has just begun county tuberculosis surveys, is intelligently trying to advance public health is shown by the fact that there are as many full-time health officers in that section as there are in the southern peninsula, in spite of the fact that the population below the straits is many times larger than the population above Mackinac and in spite of the fact that there are no large cities in the upper peninsula. Both sections have three cities that have full-time health officers. In the upper peninsula they are Ironwood, Marquette and Escanaba; in lower Michigan Detroit, Jackson and Traverse City.

A number of the cities in the upper peninsula, besides, are doing very good work in other ways along health lines. There is a very real interest in medical inspection in the public schools in some cities. One city, Menominee, has an open air school. There are eleven visiting nurses scattered throughout the cities of the section, given most of the cities of any size the services of these persons. There are two free dispensaries, namely in Houghton county. Three of the upper peninsula counties, Houghton, Marquette and Schoolcraft, have county tuberculosis sanatoriums while in two others, Chippewa and Luce, there is opportunity for sanatorium treatment, in the one case at the poor farm, in the other at the state tuberculosis sanatorium at Newberry.

That all this work in the northern counties is necessary is shown by the fact that, according to statistics published by the State Anti-Tuberculosis society, there were 324 deaths from tuberculosis in the upper peninsula in 1915 out of a total for the whole state of 2,916. The people of the northern counties could hardly show more interest in the health survey than they are doing, and they are showing themselves anxious to have the survey help them to reduce the rather large death rate.

U. S. EXPERTS SAY GER- MANY HAS BEST CHANCE

Allies Have Herculean Task to Drive Central Powers Back

Officers of the general staff of the United States army, who have been following closely the latest military operations in Europe, do not expect decisive results on the western front. There is a belief that the persistent offensive tactics of the French and British army may help the Russian drive as to make this a dominant factor in their general campaign.

The combined attack of the Allies on all fronts, according to information which has reached here, has as its main object the Teutonic lines at all fronts in the hope that some given point will prove too weak to stand the strain and will let the Allies' forces through en masse.

This idea, according to expert opinion in this country, has been carried out admirably. The German grand army headquarters dares not withdraw troops from the western front because of the persistent British and French offensives and meanwhile the Russians continue to smash through towards Lemberg, where valuable supplies are being held by the Germans. But despite all this it is the opinion of experts in this country that the Allies are going to find a herculean task to drive the Central powers back on any of the fronts. One description which experts of the American army gives to the present entente offensive, likens it to pressure exerted at all points of a sphere. The farther in you press the sphere the greater the resistance.

The army experts do not lay very much stress on the idea that the Allies can dominate the situation by force of numbers. Germany is said to be facing a crisis at this corner. Estimates show that 90 per cent of Germany's wounded are returning to the colors. The losses of Germany there are put down to the number of killed and those taken prisoners. The losses in killed and prisoners is just about offset by the number of recruits that enter the army every year. The situation in a general way is regarded as quite favorable to Germany so far as any attempt to wear down the Teuton forces is concerned.

SOULE MADE DIRECTOR

Henry Soule was made director of the Alma Building & Improvement association at a meeting, Friday night, and was elected to the vice-presidency of the organization at the same meeting. Mr. Soule will fill the vacancy created by the resignation of C. G. Rhodes. The directors combined the offices of secretary and treasurer, electing A. P. Cook to the office.

COM. FORM OF GOV. PROVES SUCCESS

Places City Government on Business Basis and is More Economical

MANY CITIES ADOPT PLAN

"Home-Rule" in Michigan Allows Cities in State to Adopt Commission Gov't

The problem of municipal government is perhaps the most important question before the American people today. It affects us in every phase of our daily life; through the health, water, fire, police and sewer departments. Every city government directly affects the health and property of the man, woman or child living within its limits, and the success of this government depends to what degree it actually touches the lives of the citizens. In many cities in the country steps have already been taken to solve this problem by the adoption of the commission form of government, and in every case where it has been permanently established it has proven a success. The commission form of government was first started by the City of Galveston in 1901 and the plan adopted by that city has been the nucleus around which most of the cities have built their commission governments.

The commission form of government is approved by so many cities because it is a change from a political form of government to a business form of government, and it is no less democratic for that change. The commissioners are elected by the entire city not by wards as under the mayor and council plan. The wards and other divisions of the city are retained, but are used for conveniences in holding conventions and elections. With reference to the interests of the city, and the welfare of the people the division into wards is merely arbitrary. It is seldom that a man carries his business in the same ward in which he votes. In many cases a man owns more property in some wards than they do in the one in which they live, and yet some person will be elected as councilman or representative for the ward, and control the expenditures in that ward and the improvements, when the man who owns property has no voice whatever in his election and can exert no influence as a voter.

With reference to the power of the commission to transact the business of the city promptly and wisely, it has been the experience of the cities where the plan is now in use, that the business can be carried out more promptly and satisfactorily than is possible under the council plan. When a commission announces that the weeds must be cut, that the ordinances must be observed, that the taxes must be paid, that the roads must be taken care of, the people expect results and hasten to observe the law. In other words the commission appears to exert salutary influence for law enforcement.

Instead of holding long nightly meetings and having lengthy debates and wranglings among councilmen, the commission meets in the day time, and attends to the business of the city the same as a Board of Directors transact the business of any corporation.

Responsibility is fixed upon the commission. If the law is violated the people know who is to blame and can put their finger on the offender. The responsibility is so great that either the commissioners have got to enforce the law or resign. The first thing that the commission does is to establish the city's business on a cash basis, pay in cash its bills in the same manner as bills are paid by any other business concern. It is the statement from cities under the commission form of government that by this method the affairs of the city are transacted more satisfactorily, more expeditiously, more economically. The objection has been raised that the commission form of government places too much power in the hands of a few men. The objection arises from a misapprehension of what commission government provides. It does not increase power and influence, but increases responsibility.

No business corporation would consent to conduct its business on the plan of the present management of city governments and hope to succeed. Why then should cities continue to manage city governments on the present plan? In the business corporation we have a president and board of directors working for the best interest of the corporation. In the government of our cities we should have a mayor and fixed number of directors. A body limited in number so as

(Continued on page four)

CITY LACKS LABORERS

Lull in Construction Work Due to Decrease in Workmen

A cry for laborers from contractors and individual builders in all parts of the city went out this week, and unless the demand is met the house situation in the city will be even more serious than during the early weeks of the spring. The labor situation has at no time been a question of serious consideration to contractors here and no plans were taken in the spring to meet any such condition. Now that the crisis has come building is somewhat at a standstill, and there is no way to elevate the problem.

Just why laborers should be scarce at this time of the year in this city is said by contractors to be due to the approaching harvest season. Many employees, who have been with builders during the past six months are leaving to answer the call from the country and nothing, not even higher wages, seems to hold them.

The situation could be easily handled if foreign labor would answer the demand. The class of construction work being completed in the city demands to a certain extent experienced men in construction work, and for this reason the foreign laborer would be practically useless.

MAIL ORDER HOUSES WATCH SMALL CITY ADVERTISERS

If Merchants Fail to Advertise Mail Order Houses Say Town is Rich Field

Advertising to the majority of business men in the small cities has no appeal. The reason for this indifference is that most business men of this class of cities never spend so much as the smallest part of the day in considering the advantages of regular and systematic advertising. They have no well laid out plan. They have no department, which they can designate as an advertising department. It is all done on the "hit and miss plan." When an advertising agent rushes in at the last moment before going to press, to secure copy for the advertisement for which he has been waiting, perhaps, an hour, the advertiser hands him over some "stuff," that would never attract the reader, no matter how much publicity it was given. Such advertising never did anyone the smallest amount of good, and never will. The business man, who expects any newspaper to bring returns on such a system, shouldn't be in business.

Another mistaken idea, prevalent among business houses of the smaller type, grows out of the matter of space in proportion to the quantity of copy. Even the person not acquainted with the advertising profession will agree that satisfactory results can not be obtained by crowding into the smallest possible space copy covering the majority of articles, occupying the shelves in the store.

A man can't expect to sell clothes by talking about clothes, shoes, men's fittings and a dozen other things, all in a four inch advertisement. There are, however, many merchants who have allowed themselves to get into this rut, and no amount of pulling, or hauling, or talking is sufficient to remove them. How many readers of any newspaper will be attracted to an advertisement unless it has something that commands their attention, and what attractiveness is there to a conglomeration of words and prices? Perhaps there may be some intrinsic value down in the mass of piled together articles, but how many find it? If the small town merchant could only see the advantage of spending time on the arrangement of his advertising copy, he would notice an immediate growth in his patronage.

Well placed advertising in the newspaper holds trade. It conserves trade and keeps it in home circulation. The bugbear of many merchants in the small town is the mail order business. It is admitted that the system alienates home trade.

It is in discussing the subject that the recent remarks of Mr. Rosenthal, advertising managers of one of Chicago's largest mail order houses pays the non-advertising merchant a left handed compliment. He says:

"We have a bureau whose duty it is to read each week the country newspapers from all over the country. There is not a paper of any consequence in our trade territory that our bureau does not get. This bureau looks over these papers and when we find a town where the merchants are not advertising in the local paper we immediately flood that territory with our literature. It always brings results far in excess of the same effort put forth in the territory where the local merchants all the time use the local papers."

ANNOUNCEMENT

Dr. Wing is on his vacation. Upon his return about August 30 he will be located in his new office in the Rockwell block. 46-42-p

MICH. GUARDSMEN REACH THE BORDER

31st Regiment Fully Located in Camp Cotton. The Trip was Uneventful

VILLA RAIDS SMALL TOWN

Carranza Proposes Joint Conference—Men at Camp Ferris Restless

After a ride of 80 hours through portions of nine states, covering a distance of 1,947 miles, the Thirty-first Regiment, Michigan National Guards, is encamped in Camp Cotton, one mile from the heart of El Paso, only a few blocks from the banks of the Rio Grande river. The first section of the American contingent came in during the afternoon and was followed at intervals by the other three sections. As soon as the trains arrived the equipments and supplies were placed on wagons and moved to the temporary home of the Michigan men. The word temporary is used for it is not known how long the Michigan Guardsmen will be at the front. There are whisperings that after an eight day quarantine the troops will be sent on further west to the Arizona border. The trip from Camp Grayling to El Paso was uneventful. Great care was taken by the government and the Santa Fe railroad that no harm should come to the troops. Guards were stationed at important points along the last three hundred miles of the run.

There is no definite news from Washington relative to the settlement of the border trouble. Carranza has been informed however, that return of secretary Lansing from his vacation will not be necessary to commence negotiations. It is expected at the state department that Carranza will propose a joint conference instead of informal conversation between Ambassador Arredondo and the department. The government will accede to any plan that will assure quick action.

A dispatch from the state department announces that the Mexican Northwestern railroad has been opened for the shipment of supplies to American troops in Mexico. This news follows the lifting of the embargo on food and other importations into Mexico.

According to an official report sent out from Chihuahua City, Villa, with a retreating army, attacked Carranza troops near Parral, but was defeated after a savage engagement. The bandits suffered heavy losses. It is thought Villa was planning to drive off the Parral garrison in order to obtain ammunition and supplies.

Congress passed another appropriation bill, aggregating \$3,000,000 Tuesday. The appropriation will be divided by the war department in the following manner: \$1,200,000, for alteration and maintenance of mobile artillery material, \$960,000 for storage facilities, for reserve supply of sodium nitrate and \$207,500 to increase storage facilities at the Rock Island arsenal.

The bill was passed without dissent after representative Cannon had attacked the president's Detroit speech and the Mexican policy which Mr. Wilson enunciated there. He declared for occupation for the purpose of restoration of order and then evacuation with such a protective treaty as was made in the case of Cuba.

The troops left at Camp Ferris are growing restless for a change from the cool summer breeze of Northern Michigan to the hot alkali sands of the Mexican border. Every time an official notice comes into the camp the rumor starts immediately that the time to move has arrived, and yet only a small portion of the Michigan men have been ordered to the front.

Provisions to pay all the men who joined the militia after the mobilization order was issued, but who were rejected for physical disability, for the time they passed in camp, were made at the meeting of the state military board Wednesday. The United States government will not pay those who have been rejected, but when the checks are made out regular pay will be forwarded to rejected recruits, taking the amount out of the state funds.

Fifty-five members of Company H, Thirty-third Infantry were given a severe repelling in summary court Wednesday, by Major Wilson. The men failed to appear at drill, the following breakfast, at which there was a shortage of potatoes and bread.

The Aero Club of Michigan will send an aeroplane to Camp Ferris this week. The Club is financing the entire project and will send W. H. Blakeley of New York, and four experienced airmen, to instruct the state corps.

MICHIGAN CROP REPORT

June Averages Show Condition of Crops Good in All Districts

The Michigan crop report for June just issued by the state shows the conditions throughout the farming districts to be very satisfactory considering the handicap under which the farming class has been laboring for the most of the season. The average estimated yield of wheat in the state is 15.67, in the southern counties 15.58, in the central counties 14.94, in the northern counties 16.11 and in the upper peninsula 18 bushels per acre. The total number of bushels of wheat marketed by farmers in June at 56 flour mills is 53,730, and at elevators and to grain dealers 34,238, or a total of 87,968 bushels. Of this amount 71,969 bushels were marketed in the southern four tiers of counties, 12,654 in the central counties and 3,345 in the northern counties and upper peninsula. The estimated total number of bushels of wheat marketed and used by farmers in eleven months, August-June is 11,000,000. Seventy-one mills, elevators and grain dealers report no wheat marketed in June.

The condition of corn in the state is 69, in the southern counties 67, in the central counties 64, in the northern counties 72 and in the upper peninsula 74. One year ago the condition in the state was 71.

The acreage of beans planted or to be planted as compared with last year is 190 in the state, 97 in the southern counties, 102 in the central counties, 110 in the northern counties and 106 in the upper peninsula. The condition of beans as compared with an average is 84 in the state, 85 in the southern counties, 80 in the central counties, 86 in the northern counties and 90 in the upper peninsula.

The condition of potatoes in the state is 87, in the southern counties 88, in the central counties 82 and in the northern counties 90.

The condition of clover as compared with an average is 100 in the state, 99 in the southern counties, 98 in the central counties, 102 in the northern counties and upper peninsula.

The acreage of hay and forage that will be harvested as compared with last year is 108 in the state, 106 in the central counties, 112 in northern counties and 110 in the upper peninsula.

POPULAR ALMA COUPLE ARE MARRIED WEDNESDAY

Miss Elizabeth King Becomes Bride of Mr. Robert Cook at Orchard House

A wedding of simple but charming appointments took place Wednesday evening at 7:30 o'clock at Orchard House, the home of Mr. and Mrs. Francis King, when their daughter, Elizabeth, was united in marriage to Mr. Robert Howard Cook, son of Prof. and Mrs. Albert P. Cook of this city. The Rev. Dr. Jay Clizbe officiated. Only members of the families and a few close friends witnessed the ceremony.

The home was beautifully decorated with rambling roses, spirea and lilies, and the large fire place in one end of the living room, before which the marriage took place, was adorned with Madonna lilies, outlining a background of cedar boughs, the whole suggesting an altar. Miss King's gown of white taffeta was trimmed with small plaitings of taffeta silk and clusters of orange blossoms. The train was of white silk veiled with tulle and bordered with silver lace. The white tulle veil was held in place by a wreath of orange blossoms. Her bouquet was of white phlox and gypsophila. The maid of honor, Miss Francis King, sister of the bride, was attired in a gown of blue and white flowered taffeta, trimmed with bands of blue Moire and narrow tan velvet ribbon and carried white daisies and gypsophila. Mr. Cook was attended by Mr. Lester von Thurn of Philadelphia.

Following the wedding fifty guests, friends of the bride and groom, came in to offer their congratulations. The reception was held on the large veranda of the home where dainty refreshments were served. The veranda and garden were lighted with many Japanese lanterns, giving a charming all fresco effect.

Mr. and Mrs. Cook left the same evening for the east and will be at home to their many friends at 19 Pearl street, Glens Falls, New York, after September 1st.

The out-of-town guests were: Mrs. Cyrus Bentley, Miss Margaret Bentley, Mr. Richard Bentley, Mr. Alfred Yeomans and Mr. Charles Yeomans all of Chicago, Mr. and Mrs. M. J. Melchers of Owosso and Mr. Clark L. Ring of Saginaw.

During the wedding ceremony and the reception, music was rendered by Mrs. Grace Burrows Warren, violinist, and Miss Lou Olp, pianist, both of Saginaw.

BOARD GIVEN BUDGET \$29,500

At Annual School Meeting Treasurer's Report Shows Large Balance

MEDLER AND SLATER ELECTED

President King and Secretary Rhodes Were Not Candidates for Re-election

The Board of Education presented a budget of \$29,500 to the electors of the district, for the maintenance and running of the city's public school system for the ensuing year, and was granted the request without a dissonant vote, at the annual school meeting and election of District No. 1, Arcadia and Pine River townships, held at the high school building, Monday night. This is an increase of \$1,000 over the budget of 1915, but, as the report of the board showed with the addition of new teachers and much needed equipment, it is no more than what is absolutely necessary for the continuation of the present standard of the city schools.

The budget for 1916 is divided into the following allotments. The amount needed for the building, sites and repair fund is \$10,000, bonds and interest \$7,000, incidental fund \$8,500, and teachers' fund \$13,000. The additional amount asked by the Board of Education will be used entirely in the teachers' fund. According to the report of the board no additions are needed in the other funds owing to balance on hand, which will meet any unexpected expenses that may occur. The secretary and treasurer's reports showed a balance in all the various funds of the district, the aggregate balance reaching a total of \$2,903.23.

There was no opposition in the election of W. W. Medler and Fred Slater as members of the board, each for a term of three years, to succeed Chas. G. Rhodes and Francis King, whose terms of office expire this year, and who had previously announced their retirement. On the first ballot W. W. Medler received 136 votes, which elected him to succeed Mr. King, and on the ballot taken for a successor to Mr. Rhodes, Mr. Slater was given the majority of the votes, 126. Justice Mann nominated Mr. Medler with a stirring speech.

Mr. Medler has been a resident of this city for many years and has always shown a keen interest in educational affairs. The majority by which he was elected Monday night indicates that the electors have confidence in his judgement and executive ability. Mr. Slater, also elevated to membership on the board by a majority almost equaling that of the other candidate came to this city only a few years ago. He will be a valuable asset to the Board of Education.

Not enough can be said of the work of the two retiring members of the board, Mr. King and Mr. Rhodes. Mr. Rhodes has been a member of the Board of Education for ten years and most of that time has been secretary. Mr. King has been president of the board for several terms and a member for sometime previous to becoming executive head. Mr. King and Mr. Rhodes have been untiring in their efforts to give this city one of the best educational systems in the state, and so far as they are concerned they have been successful. It is hoped that future boards will be able to conduct the affairs of this district in as efficient and able manner as in past years.

The members of the Board of Education aside from those who were elected Monday night are Otto Sanderoof, for two more years, A. J. Archer, for two more years and P. M. Smith, whose term expires a year from this meeting.

The length of the school year for 1916 was set at forty weeks. The attendance at Monday's meeting was the largest in several years.

SCHOOL OF METHODS

Will be Held at Alma College July 23-28

The third annual school of methods of Alma college will convene July 23 and continue through July 28. The purpose of the school is to give Sunday school teachers and workers the opportunity to combine recreation with instruction. The Presbyterian, Methodist, Protestant and Congregational churches co-operate in the management and the teaching force of the school. Among the instructors are: H. M. Crooks, president of Alma college; H. L. Freeman, professor of Theology; Westminster, Md.; Robert W. Cannon, district secretary Congregational Sunday school society, and Sarah B. Goodman, Grand Rapids.